

## ABSTRACT OF THE DISCLOSURE

A transmission and reception system includes a transmission apparatus 1 and reception apparatuses 21 and 22. The transmission apparatus 1 transmits a storage identifier for identifying a storage medium and data. The  
5 reception apparatuses 21 and 22 each include a receiving section for receiving the storage identifier for identifying the storage medium and the data, and a storage control section for storing the data received by the  
10 receiving section on the storage medium identified by the storage identifier received by the receiving section. Hence, automatic storage of data conforming to personal taste and simultaneous automatic storage of data for plural persons are realized.